

## ABSTRACT OF THE DISCLOSURE

Disclosed is a technology of further reducing power consumption while a display device having an SRAM built therein is being driven based on data held in the SRAM. A power source voltage control circuit is provided in a power source voltage generating unit for supplying a power source voltage to a data driver and a scan driver of the display device. During a period when graphic data held in the SRAM is supplied to a pixel and a display is performed, the supply of the power source voltage from the power source voltage control circuit is stopped, and operations of the data driver and the scan driver are stopped.